

FSC-48-B		3/10/98	
SUBJECT: WINSTON No Bull 5 - Round 2			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales **Ballot**

1221	1222	
1222	1223	
1223	1226	
1224	1229	
	ROM	
	PC	SC
	MC	PA
1229		
1240		
1244	RSM	RSM

(Handwritten initials and marks are present in the original document)

Objective: Communicate details of the "No Bull 5" second round materials and a new Retailer Awareness Sweepstakes Program.

Purpose: Ensure "No Bull 5" second wave materials are placed in Partners accounts in a timely manner due to short timeframe prior to the Charlotte 5/24/98 race.

- "No Bull 5" sweepstakes has currently generated 470,000 entry ballots from consumers. To continue the momentum created by the Daytona race, we will use Round 2 materials specific to the Charlotte race.

Direct Store Delivery:

- All Round 2 materials will be delivered beginning the week of 4/1/98.
- Two different "No Bull 5" DSD kits being shipped to our Partners in the following segments: RS, CS, BI, CN, GK, GS, LQ, SF, TB.

Partner Independents and Chain CTS Kit:	Partner Chain Kit:
Easel Card with Ballot	Easel Card with Ballot
Paster	Paster
Decal	Decal
Letter from WINSTON Brand	Letter from WINSTON Brand
Banner	"No ID, No Bull, No Smokes" Decal
Dangler	
Change Mat	
"No ID, No Bull, No Smokes" Decal	

- WINSTON Cup racing video will be included as a thank-you gift for the retailers.
- Ballots in DSD kits are the same as Round 1 but are valid for the entire year.
- A decision was made to develop two different DSD kits to better target the needs of retailers.
- Additional PDI items available for chain accounts who will place them. Every effort should be made to ensure these items are sold as a "turnkey" process with the chains. Items are:
 - Banner, Item #543584
 - Change Mat, Item #537323
 - Danger, Item #543572
 (Items allocated at sales area level)
- It is imperative we notify retailers of upcoming delivery and ask their assistance in placing the "No Bull 5" Round 2 pieces. There is a short window of time to expose the newest "No Bull 5" drivers, qualified in Daytona, for the upcoming Charlotte race on 5/24/98.

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Retailer Sweepstakes: (except in MA, VA, ME)

- Objective of the retailer sweepstakes is to educate the retailers about the "No Bull 5" promotion so they will be able to explain it to consumers if asked.
- Sweepstakes entry forms will be delivered to the ROUs the week of 3/9/98 for distribution to Sales and Retail Representatives.
- Sweepstakes should be offered to retailers who are RJR Partners Accounts and stores participating in the "No Bull 5" promotion.
- Retailers will be entered in the sweepstakes by filling out the answers to the "No Bull 5" questions on the response card and mailing the completed entry form prior to 6/15/98.

Program Contact: Lori O'Connor, extension #3019

R. J. REYNOLDS TOBACCO COMPANY

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